

Lykke AS - Konsern (Bunnpris-Kjeden) IK in Retailing (Norway)

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Abstracts

Lykke AS aims to continue being an independent company cooperating closely with Rema 1000 in terms of logistics. The company is opting to further develop its private label range to improve its competitive position with large grocery specialist retailers, particularly as it may now also be able to open on Sundays. Sunday opening would enable it to become an even larger threat to Bunnpris, which has been the main brand to enjoy trading on a Sunday until now.

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